

CONTRACT



www.nbcconnecticut.com

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

Contract / Revision		Alt Order #
344110 /		
Product		
SENATE 2012		
Contract Dates	Estimate #	
10/29/12 - 11/04/12		
Advertiser	Original Date / Revision	
MURPHY FOR SENATE	10/25/12 / 10/30/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WVIT	Corey Lane	Philadelphia NS
Special Handling		
Demographic		
RA35+		
		Total Ratings
		101.70
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	
42907	28027	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
								Week					
1	WVIT	10/29/12	11/04/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	5	\$2,500.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	MTWTF--	5									
2	WVIT	10/29/12	11/04/12	7-9A TODAY SHOW	7A-9A		:30				NM	5	\$4,250.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	MTWTF--	5									
3	WVIT	10/29/12	11/04/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	1	\$275.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	-----S-	1									
4	WVIT	10/29/12	11/04/12	7-9A SATURDAY TODAY	7A-9A		:30				NM	1	\$400.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	-----S-	1									
5	WVIT	10/29/12	11/04/12	9-10A CT NEWS TODAY	9A-10A		:30				NM	1	\$600.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	-----S-	1									
6	WVIT	10/29/12	11/04/12	6-630AM SU CT NEWS TOD	6A-630A		:30				NM	1	\$150.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	-----S	1									
7	WVIT	10/29/12	11/04/12	630-7AM SU CT NEWS TOD	630A-7A		:30				NM	1	\$150.00
	IP												

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC/TELECONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
344110 /	

Contract Dates	Product	Estimate #
10/29/12 - 11/04/12	SENATE 2012	

Advertiser	Original Date / Revision
MURPHY FOR SENATE	10/25/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/		Rate	Rtn	Type	Spots	Amount	
									Start Date	End Date	Weekdays	Spots/Week	Rate	Rating		
Week: 10/29/12																
8	WVTI	10/29/12	11/04/12	7-8A CT NEWS TODAY	7A-8A		:30								NM	1 \$200.00
IP																
Week: 10/29/12																
9	WVTI	10/29/12	11/04/12	8-9A SUNDAY TODAY	8A-9A		:30								NM	1 \$350.00
IP																
Week: 10/29/12																
10	WVTI	10/29/12	11/04/12	9-10A CT NEWS TODAY	9A-10A		:30								NM	1 \$300.00
IP																
Week: 10/29/12																
11	WVTI	10/29/12	11/04/12	5-6P CT NEWS @ 5PM	5P-6P		:30								NM	5 \$5,000.00
CDR																
Week: 10/29/12																
12	WVTI	10/29/12	11/04/12	630-7P NIGHTLY NEWS	630-7P		:30								NM	1 \$2,500.00
IP																
Week: 10/29/12																
13	WVTI	10/29/12	11/04/12	11-1135P LATE NEWS	11P-1135P		:30								NM	2 \$1,700.00
IP																
Week: 10/29/12																
14	WVTI	10/29/12	11/04/12	M8-10P VOICE	8-10P		:30								NM	1 \$4,500.00
CDR																
Week: 10/29/12																
15	WVTI	10/29/12	11/04/12	1130P-1A SNL	1130P-1A		:30								NM	1 \$1,800.00
CDR																
Week: 10/29/12																
16	WVTI	10/29/12	11/04/12	W10-11P CHICAGO FIRE	10P-11P		:30								NM	1 \$3,000.00
CDR																
Week: 10/29/12																

Totals 101.70 29 \$27,675.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	29	\$27,675.00	\$23,523.75
Totals	29	\$27,675.00	\$23,523.75

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Contract / Revision 344110 /	Alt Order #	
Contract Dates 10/29/12 - 11/04/12	Product SENATE 2012	Estimate #
Advertiser MURPHY FOR SENATE		Original Date / Revision 10/25/12 / 10/30/12

Signature: _____ **Date:** _____

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